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# Farm Broadcasters Letter

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United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington D.C. 20250 (202) 447-4330

Letter No. 2451

March 9, 1990



THIS FIRE ANT is carrying a pupa of a parasitic wasp which may help with biological control of imported fire ants. Imported fire ants have infested more than 250 million acres in ten southeastern states & Puerto Rico. The parasites, Oraesema wasps, are able to mimic ant colony odors so they can hatch & eat the ants, says Robert K. Vander Meer, a USDA chemical ecologist. "This is a fascinating case of chemical mimicry," Vander Meer says. Contact: Robert K. Vander Meer (904) 374-5918. (USDA Photo.)

BEST BUYS -- A recent USDA study found turkey, ground beef, whole chicken, ground chuck & pork shoulder to be the best meat buys. The economy of a cut depends on the amount of cooked lean meat or the number of servings it provides, as well as its price per pounds, says James T. Heimbach, acting administrator of USDA's Human Nutrition Information Service. "Relatively high-priced meat cuts with little or no waste may be more economical than low-priced cuts with a great deal of bone, gristle or fat," he said. Contact: Johna Pierce (301) 436-8617.

UPCOMING FOOD EVENTS -- Were you ready for peanut butter's 100th birthday? Or did you fumble that event? When it comes to food, it seems there's always something to celebrate. To help you get ready for the rest of the year, here's some important food dates you might want to know:

March 12 - 18 -- American Chocolate Week  
March 12 - 18 -- Bubble Gum Week  
April 16 - 22 -- Egg Salad Week  
May 1 - Oct. 31 -- Gazpacho Aficionado Time  
All of May -- National Barbecue Month  
All of July -- National Baked Bean Month  
July 15 -- National Ice Cream Day  
Aug. 15 -- National Mustard Day  
Sept. 28 - Oct. 14 -- National Pickled Pepper Week  
All of October -- National Popcorn Poppin' Month  
Nov. 1 - 7 -- National Fig Week  
Nov. 6 - 12 -- National Split Pea Soup Week

BERLIN WALL'S EFFECT -- One of the effects of the Berlin Wall coming down, are marketing opportunities for high-value sales to East Germany (German Democratic Republic). Some items at the top of East Germany's shopping list are: fresh fruits & vegetables, citrus fruits & juices, candies, condiments, wines & spirits. East Germany's agriculture could lag behind industry in restructuring, leaving East Germany in need of greater imports of food. Source: March 1990 Ag Exporter. For a copy, call: Marci Hilt (202) 447-6445.

DO FARMERS WANT FLEXIBILITY? While some groups suggest there is too much planting flexibility in the Bush Administration's 1990 Farm Bill proposals, Sec. Clayton Yeutter says: "When you turn to farmers and say, 'Would you or would you not like more flexibility,' I think 99 percent would say, 'Yeah, I'd like some.' I hope farmers speak up when we look at that issue." Contact: Kelly Shipp (202) 447-4623.

# Stand up and be counted.

Your census answers can help your community make important decisions about needed services. Answer the census. It's good for all of us.



CENSUS '90



## April 1, 1990. Answer the census.



FROM OUR RADIO SERVICE

AGRICULTURE USA #1709 -- Maria Bynum reports on the latest splash in the aquaculture business: tilapia. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1191 -- Kids & the microwave; a neighborhood reborn; food irradiation; an automated food stamp program; measuring lean beef. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE NEWS & FEATURES #1698 -- USDA News Highlights; a 0/25 program for soybeans; payments on the way for 1989 crop sorghum & corn; once-a-day feeding for cows; the EC's tree nut program. (Weekly reel of news features.)

NEWS FEATURE FIVE #1310 -- Ethnic body composition; alcohol & HDL cholesterol; zinc from beef; citrus antibody test; armyworm parasite. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., March 14, fruit outlook; Thurs., March 15, sugar outlook, milk production; Fri., March 16, cattle on feed; Mon., March 19, U.S. ag outlook; Tues., March 20, world ag outlook, catfish production, crop/weather update; Thurs., March 22, U.S. trade update, poultry production; Fri., March 23, livestock update, wool production.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.  
Material changed at 5 p.m. EST each working day.

FROM OUR TELEVISION NEWS SERVICE

March 5, 1990

FEATURES -- Pat O'Leary reports on the seven dietary guidelines for Americans; Lynn Wyvill profiles the Caribbean National Forest, a tropical forest in USDA's Forest Service system.

ACTUALITIES -- Lester Crawford, administrator of USDA's Food Safety & Inspection Service, on new labeling laws for flavorings & food irradiation; Norton Strommen, USDA chief meteorologist, with the latest U.S. water outlook; Steve McDonald, USDA economist, with the latest U.S. farm export outlook; Leland Southard, USDA economist, with a livestock outlook; Myron Johnsrud, administrator of USDA's Extension Service, and Janet Poley, Extension Service, on a recent USDA mission to Poland (with B-roll). Also: B-roll of the first litter of Chinese pigs born in the U.S., at Clay Center, Neb.

UPCOMING -- Deboria Janifer reports on USDA's "Eating Right" campaign; Pat O'Leary on the top-ranked ag states; Will Pemble on rust-resistant beans.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . . 7:30-7:45 p.m., EST, Transponder 12D  
SATURDAY . . . . . 10:30-11:15 a.m., EST, Transponder 10D  
MONDAY . . . . . 8:30-9:15 a.m., EST, Transponder 12D  
(Repeat of Saturday transmission)

FLEXIBILITY...may be a future option for producers, but Michael Adams (WLDS, Jacksonville, Ill.) doesn't expect any major planting intention shifts in his area. He says market prices will likely have the largest influence on planting decisions. New equipment sales are increasing. Mike says its no boom but going in the right direction. He says last February was the second wettest on record, helping to reduce the number of cattle producers hauling water.

MORE...than our fair share is how Allen Aldridge (Kentucky Agrinet, Louisville) describes the state's moisture situation -- but says it is not as wet as last spring. He says prices for used farm equipment remain high, with most producers repairing rather than buying new. Allen predicts an increase in soybean acreage, largely to help producers get rid of Johnson grass. He expects more acres planted to wheat, and fewer to canola due to fungus problems and low prices experienced last year.

### ***Farm Broadcasters Letter***



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CENSUS '90



**April 1, 1990.**  
**Answer the census.**



CONGRATULATIONS...to Dix Harper (WRAL-TV/Tobacco Radio Net, Raleigh, N.C.). The National Pork Producers Council presented Dix with their Distinguished Service Award at their Forum meeting in Louisville, Ky.

AGRICULTURE...week is March 18-24. National Agriculture Day is March 20. Is your station involved?

NATIONAL...Consumers Week is April 22-29. It provides an opportunity to cover from several perspectives issues such as nutrition, labeling, food irradiation and the environment.

THANKS...to Col. Dink Embry (WHOP, Hopkinsville, Ky.) for having Gov. Wallace Wilkinson recognize the value of farm broadcasting to the state and extend the honor of Kentucky Colonel to yours truly.

VIC POWELL  
Chief, Radio & TV Division